



SELF-SERVICE PLATFORM FOR SELLING  
ADVERTISING

Inventors: Yasnovsky et al.

Serial No.: 10/700,837

Sheet 1 of 42

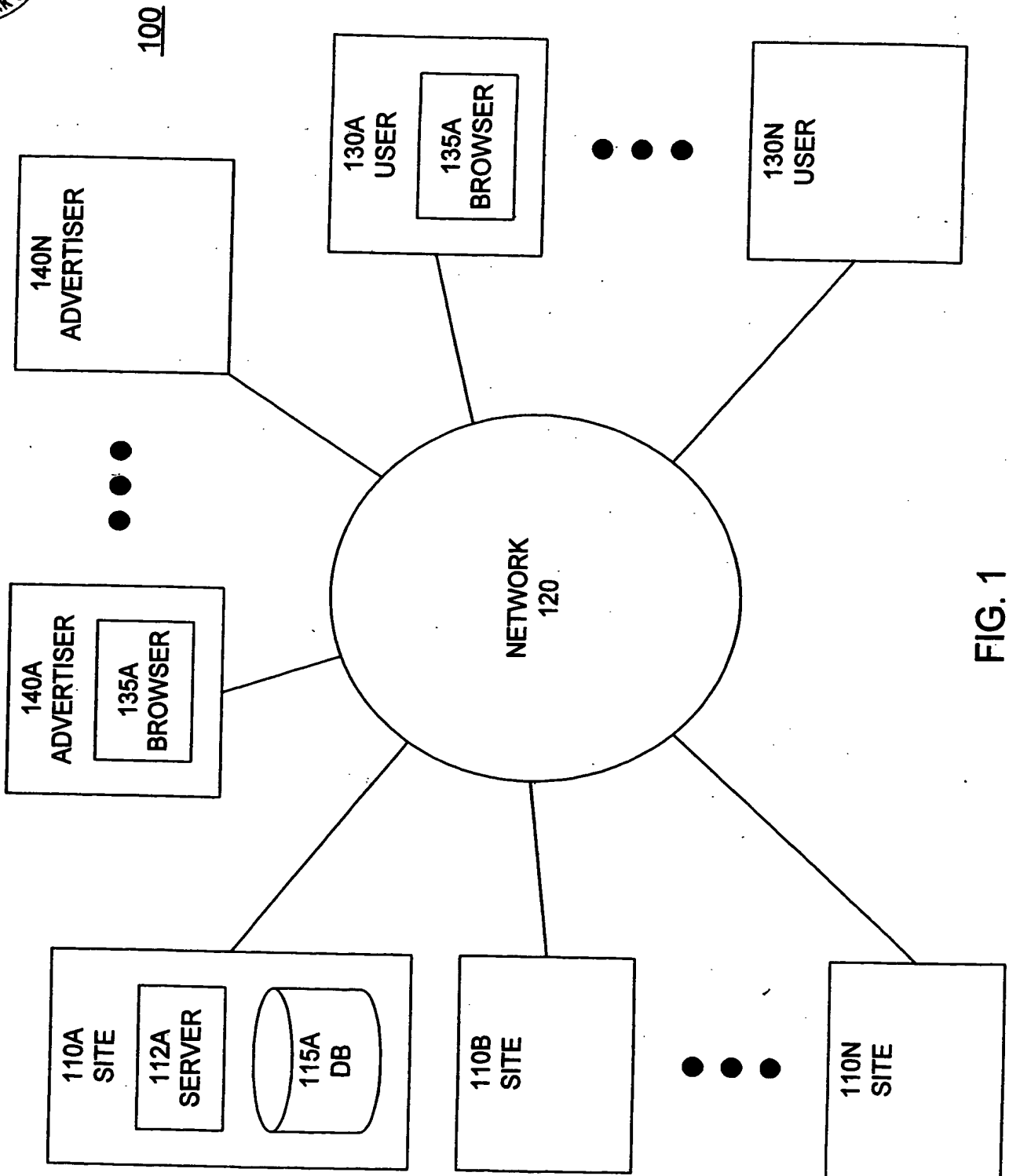


FIG. 1

Welcome, Guest

Frontpage Marketplace

## Existing Yahoo! Users

Enter your ID and password to sign in

Yahoo! ID:

Password:

230

☐ Remember my ID on this computer

Sign In

## Advertise your business on the Yahoo! front page

### Promote your business and products in the Marketplace module.

Try it out -- create an ad!

### Pricing is based on a fixed cost-per-click -

- pay a small fee only when a user clicks on your link.

Learn more about pricing.

220

### Plan, purchase and schedule your ad campaign with an easy-to-use interface.

Overview of benefits.

Take the Tour

The screenshot displays the Yahoo! Ad Central interface. At the top, there's a navigation bar with links like 'Marketplace', 'Visit Mexico Today', 'Register today for your chance to win a free trip to Mexico', 'Buy something you will actually use', 'Dinner - Start Here', 'Book a BounceBack Weekend at Hilton', 'Garden Inn from \$69', 'Contact Us!', 'Special discount for Yahoo! Shoppers. Today only', and '50% Off Labia styles - Purchase before the end of June and get a discount up to 50%'. Below this, there's a section titled 'Marketplace' with a list of featured ads. The ads include: 'Visit Mexico Today', 'Register today for your chance to win a free trip to Mexico', 'Buy something you will actually use', 'Dinner - Start Here', 'Book a BounceBack Weekend at Hilton', 'Garden Inn from \$69', 'Contact Us!', 'Special discount for Yahoo! Shoppers. Today only', and '50% Off Labia styles - Purchase before the end of June and get a discount up to 50%'. The interface also shows a 'Take the Tour' button and a 'Sign In' button.

215

FIG. 2

# YAHOO! Ad Central

[Yahoo! Front Page Marketplace](#) - [Yahoo!](#) - [Help](#)

Welcome, elliot5

[Sign Out](#)

## Yahoo! Front Page Marketplace

### Create Campaign

1. Set Budget  
& Reserve Date(s)

2. Create Ad  
(optional)

3. Name Campaign

4. Confirmation

#### Step 1. Set Budget and Reserve Dates

Campaign Budget \$ 500

(Current Account Balance: \$0) 312

311

Please check the boxes next to the dates you wish to reserve below. Your debit account will be deducted each time a user clicks on your ad. For example, if you choose a date with a cost per click of \$0.55, then you will be charged \$0.55 when a user clicks your ad on that day.

☐ All Days ☐ View

All   None	Day	Date	Cost Per Click
<input type="checkbox"/>	Wednesday	23-Jul-2003	\$0.45
<input checked="" type="checkbox"/>	Thursday	24-Jul-2003	\$0.45
<input checked="" type="checkbox"/>	Friday	25-Jul-2003	\$0.45
<input checked="" type="checkbox"/>	Saturday	26-Jul-2003	\$0.23
<input checked="" type="checkbox"/>	Sunday	27-Jul-2003	\$0.23
<input checked="" type="checkbox"/>	Monday	28-Jul-2003	\$0.45
<input type="checkbox"/>	Tuesday	29-Jul-2003	\$0.45

315

FIG. 3A-1

┐	Wednesday	30-Jul-2003	\$0.45
┐	Thursday	31-Jul-2003	\$0.45
┐	Friday	01-Aug-2003	\$0.45
┐	Saturday	02-Aug-2003	\$0.23
┐	Sunday	03-Aug-2003	\$0.23
┐	Monday	04-Aug-2003	\$0.45
┐	Tuesday	05-Aug-2003	\$0.45
┐	Wednesday	06-Aug-2003	\$0.45
┐	Thursday	07-Aug-2003	\$0.45
┐	Friday	08-Aug-2003	\$0.45
┐	Saturday	09-Aug-2003	\$0.23
┐	Sunday	10-Aug-2003	\$0.23
┐	Monday	11-Aug-2003	\$0.45
┐	Tuesday	12-Aug-2003	\$0.45
┐	Wednesday	13-Aug-2003	\$0.45
┐	Thursday	14-Aug-2003	\$0.45
┐	Friday	15-Aug-2003	\$0.45
┐	Saturday	16-Aug-2003	\$0.23
┐	Sunday	17-Aug-2003	\$0.23
┐	Monday	18-Aug-2003	\$0.45

FIG. 3A-2

SELF-SERVICE PLATFORM FOR SELLING  
ADVERTISING

Inventors: Yasnovsky et al.

Serial No.: 10/700,837

Sheet 5 of 42

<input type="checkbox"/>	Tuesday	19-Aug-2003	\$0.45
<input type="checkbox"/>	Wednesday	20-Aug-2003	\$0.45
<input type="checkbox"/>	Thursday	21-Aug-2003	\$0.45
<input type="checkbox"/>	Friday	22-Aug-2003	\$0.45
<input type="checkbox"/>	Saturday	23-Aug-2003	\$0.23
<input type="checkbox"/>	Sunday	24-Aug-2003	\$0.23
<input type="checkbox"/>	Monday	25-Aug-2003	\$0.45
<input type="checkbox"/>	Tuesday	26-Aug-2003	\$0.45
<input type="checkbox"/>	Wednesday	27-Aug-2003	\$0.45
<input type="checkbox"/>	Thursday	28-Aug-2003	\$0.45
<input type="checkbox"/>	Friday	29-Aug-2003	\$0.45
<input type="checkbox"/>	Saturday	30-Aug-2003	\$0.23
<input type="checkbox"/>	Sunday	31-Aug-2003	\$0.23

Save and Continue >

Cancel

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[Privacy Policy](#) - [Terms of Service](#) - [Additional Terms](#)

FIG. 3A-3

Welcome, elliot5

Yahoo! Front Page Marketplace

[Sign Out](#)

## Create Campaign

1. Set Budget  
& Reserve Date(s)

2. Create Ad  
(optional)

3. Name Campaign

4. Confirmation

### Step 2. Create Ad

You may skip this step and create your ads later. However, keep in mind that ads may take up to three days to approve. You may include up to five ads per campaign.

323

[Create New Ad](#)

OR

Reuse your previously created ads.

Ad Name

☐ Patent File Service

☐ Technical Writers

☒ Weimaraners, Greyhounds

Text Copy

File Patents starting at \$199 - Call now for free estimate 800-800-8000

Technical Writers - Highly Trained - Only \$75/hr any subject. Click 4 details

Lovable running companions - weimaraners & greyhounds \$500ea

Ad Status

Approved

Approved

Approved

[Continue >](#)

[Cancel](#)

(Continue and  
Submit ads, if any)

FIG. 3B

Welcome, ellot5 [Sign Out](#)

Yahoo! Front Page Marketplace

**Create Campaign**

1. Set Budget & Reserve Date(s) 2. Create Ad (optional) 3. Name Campaign 4. Confirmation

**Step 3. Name Your Ad Campaign**  
Creating Ad Campaigns allows you to organize your ads into specific topics or areas. For example, if you sell greeting cards, you can create campaigns for the different holidays and place ads within each campaign. If one campaign is named Valentine's Day, the ads you create would all pertain to that holiday and would run at or around the same time.

330

Ad Campaign Name

FIG. 3C

Welcome, elliot5

[Sign Out](#)

**Yahoo! Front Page Marketplace**

**Create Campaign**

1. Set Budget  
& Reserve Date(s)
2. Create Ad  
(optional)
3. Name Campaign
4. Confirmation

**\*\* Please print this page and keep for your records \*\***

Thank you! Your campaign has been created.

Confirmation of your order will be emailed to: [elliot@yahoo-inc.com](mailto:elliot@yahoo-inc.com).

355 — Before your campaign can run, you must complete the following:  
1). Fill your debit account (Make Payment)

For further information, please read through the FAQ located [here](#).

351 — Campaign Name: Weimaraners  
352 — Campaign Budget: \$500.00

**Requested Run Dates**

353 — Thu, 7-24-03  
Fri, 7-25-03  
Sat, 7-26-03  
Sun, 7-27-03

**Cost Per Click**

\$0.45  
\$0.45  
\$0.23  
\$0.23

FIG. 3D-1



SELF-SERVICE PLATFORM FOR SELLING  
ADVERTISING

Inventors: Yasnovsky et al.

Serial No.: 10/700,837

Sheet 9 of 42

354	Mon, 7-28-03		\$0.45
	<b>Ad Name</b> Weimaraners, Greyhounds	<b>Ad Text</b> Lovable running companions - weimaraners & greyhounds \$500ea	

Please continue on to the Manage Campaigns page

FIG. 3D-2

Welcome, elliot5

[Sign Out](#)

## Yahoo! Marketplace Ad Manager

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

## Manage Campaigns

[Manage Your Account](#)

Name: **Weimar Raner**

Account Balance: **\$1,000.00** [Add Money](#)

Last Updated: Jul 03, 2003 4:14pm PDT

### Campaigns

### Ads

<div>411</div> <div>All Campaigns</div> <div>Active Campaigns (1)</div> <div>Weimar Raners</div>	<div>413A</div> <div>Campaign Name: Weimar Raners</div> <div>Campaign Status: Active</div> <div>Campaign Run Dates</div> <div>Month Days</div> <div>July 6,7,8,9,10,11,12,24,25 2003</div> <div>August 21,24,26,30 2003</div> <div>Current Campaign Ads</div> <div>Ad Name</div> <div>Weimar Raners, Greyhounds</div> <div>Campaign Summary</div> <div>413B</div> <div>412</div> <div>413C</div> <div>Campaign Number: 500000327</div> <div>Budget: \$500</div> <div>edit budget</div> <div>Total Days: 13 Days</div> <div>414</div> <div>415</div> <div>416</div> <div>edit ad   detach ad</div>
	<div>Total Clicks</div> <div>tdb</div> <div>0</div> <div>Total Cost</div> <div>\$0.00</div> <div>Status</div> <div>Approved</div>

FIG. 4A

Welcome, elliot5

[Sign Out](#)

**Yahoo! Marketplace Ad Manager**

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

**Suspend Campaign**

Are you sure you want to suspend your campaign, "Weimaraters"?

[Suspend](#) [Cancel](#)

FIG. 4B

Welcome, elliot5

Sign Out

Yahoo! Marketplace Ad Manager

Manage Campaigns | Create Campaign | Manage Ads | Pricing | Reports | Alerts | My Account

## Manage Campaigns

**Manage Your Account**  
Name: **Weimar Raner**  
Account Balance: **\$1,000.00** Add Money

Last Updated: Jul 03, 2003 4:14pm PDT

Campaigns	Ads
<div>All Campaigns</div> <div>Suspended Campaigns</div> <div>(1)</div> <div>Weimaranners</div>	<div>424A</div> <div>424B</div> <div>424C</div> <div>Campaign Name: Weimaranners (rename) --Your campaign has been suspended. In order to resume it, please click the "Resume" link beside Campaign Status --</div> <div>Campaign Status: Suspended resume cancel</div> <div>Campaign Number: 500000327</div> <div>Budget: \$500 edit budget</div> <div>Total Days: 13 Days</div> <div>Campaign Run Dates edit dates</div> <div>Month Days Year</div> <div>July 6,7,8,9,10,11,12,24,25 2003</div> <div>August 21,24,26,30 2003</div> <div>Current Campaign Ads include another ad</div> <div>Ad Name Total Clicks Total Cost Status</div> <div>Patent File Service tbd \$0.00 Pending edit ad   detach ad</div> <div>Weimaranners, Greyhounds tbd \$0.00 Approved edit ad   detach ad</div> <div>Campaign Summary 0 \$0.00</div>

FIG. 4C

Welcome, elliot5

[Sign Out](#)

## Yahoo! Marketplace Ad Manager

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

### View Schedule

To begin scheduling dates to run your ad, click [Create Campaign](#).

Day	Date	Pricing (Cost Per Click)	
Sunday	06-Jul-2003	\$0.60	(Selected)
Monday	07-Jul-2003	\$0.09	(Selected)
Tuesday	08-Jul-2003	\$0.18	(Selected)
Wednesday	09-Jul-2003	\$6.30	(Selected)
Thursday	10-Jul-2003	\$0.36	(Selected)
Friday	11-Jul-2003	\$0.45	(Selected)
Saturday	12-Jul-2003	\$0.63	(Selected)
Sunday	13-Jul-2003	\$0.54	
Monday	14-Jul-2003	\$0.09	
Tuesday	15-Jul-2003	\$0.18	
Wednesday	16-Jul-2003	\$6.30	
Thursday	17-Jul-2003	\$0.36	
Friday	18-Jul-2003	\$0.45	

FIG. 4D-1

Saturday	19-Jul-2003	\$0.63	(Selected)
Sunday	20-Jul-2003	\$0.54	(Selected)
Monday	21-Jul-2003	\$0.09	
Tuesday	22-Jul-2003	\$0.18	
Wednesday	23-Jul-2003	\$6.30	
Thursday	24-Jul-2003	\$0.36	
Friday	25-Jul-2003	\$0.45	
Saturday	26-Jul-2003	\$0.63	
Sunday	27-Jul-2003	\$0.54	
Monday	28-Jul-2003	\$0.09	
Tuesday	29-Jul-2003	\$0.18	
Wednesday	30-Jul-2003	\$6.30	
Thursday	31-Jul-2003	\$0.36	
Friday	01-Aug-2003	\$0.45	
Saturday	02-Aug-2003	\$0.63	
Sunday	03-Aug-2003	\$0.54	
Monday	04-Aug-2003	\$0.09	
Tuesday	05-Aug-2003	\$0.18	
Wednesday	06-Aug-2003	\$6.30	
Thursday	07-Aug-2003	\$0.36	
Friday	08-Aug-2003	\$0.45	
Saturday	09-Aug-2003	\$0.63	
Sunday	10-Aug-2003	\$0.54	
Monday	11-Aug-2003	\$0.09	

FIG. 4D-2

SELF-SERVICE PLATFORM FOR SELLING  
ADVERTISING

Inventors: Yasnovsky et al.

Serial No.: 10/700,837

Sheet 15 of 42

Tuesday	12-Aug-2003	\$0.18	
Wednesday	13-Aug-2003	\$6.30	
Thursday	14-Aug-2003	\$0.36	
Friday	15-Aug-2003	\$0.45	
Saturday	16-Aug-2003	\$0.63	
Sunday	17-Aug-2003	\$0.54	
Monday	18-Aug-2003	\$0.09	
Tuesday	19-Aug-2003	\$0.18	
Wednesday	20-Aug-2003	\$6.30	
Thursday	21-Aug-2003	\$0.36	(Selected)
Friday	22-Aug-2003	\$0.45	
Saturday	23-Aug-2003	\$0.63	
Sunday	24-Aug-2003	\$0.54	(Selected)
Monday	25-Aug-2003	\$0.09	
Tuesday	26-Aug-2003	\$0.18	(Selected)
Wednesday	27-Aug-2003	\$6.30	
Thursday	28-Aug-2003	\$0.36	
Friday	29-Aug-2003	\$0.45	
Saturday	30-Aug-2003	\$0.63	(Selected)
Sunday	31-Aug-2003	\$0.54	

FIG. 4D-3

Welcome, elliot5

[Sign Out](#)

## Frontpage Marketplace

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

## Campaign Summary Report

[Return to Reports](#)

433 Campaign Dates: Jun 29 2003 to Jul 6 2003

Campaign Status: All Campaigns

[View Report](#)

Campaign Dates: Jun. 29, 2003 - Jul. 6, 2003

Campaign/Folder: All Campaigns

431 Total Days: 0

Total Cost: \$0.00

Total Impressions: 0

Average Cost/Click: \$0.00

Total Clicks: 0

Campaign Start Date	Campaign End Date	Campaign Status	Impressions	Avg. CPC	Total Clicks	Total Cost
2003-07-06 [00:00:00]	2003-08-30 [23:59:59]	Weimarers	0	\$0.00	0	\$0.00
		Active				

FIG. 4E



Welcome, **elliott5**

[Sign Out](#)

## Yahoo! Marketplace Ad Manager

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

## Manage Campaigns

[Manage Your Account](#)

Name: **Welma Raner**

Account Balance: **\$0.00** [Add Money](#)

Last Updated: *Jul 03, 2003 4:14pm PDT*

Campaigns	Ads
-----------	-----

--You have no marketplace campaigns at this time.--

### [Create Campaign](#)

Select dates, a budget and ads for your ad campaign.

### [Create Ad](#)

Create an ads that you can use for your ad campaigns.

### [View Schedule](#)

View a pricing schedule for the next two months.

### [Alerts](#)

Set alerts to notify you when future prices become available or when your account balance falls to your specified levels.

### [Make Payment](#)

Put money into your debit account so that your ad campaign will run.

FIG. 4F

**YAHOO! Ad Central**

[Frontpage Marketplace - Yahoo! - Help](#)

Welcome, ellot5

Frontpage Marketplace

[Sign Out](#)

(\*) *To submit your ad, please complete the following information*

### Add Money

511 — Please deposit money into your account before starting your ad campaigns. Your account will be deducted each time users click on your ad. All customers must make an initial minimum deposit of \$50.00. You will be asked for your credit card information subsequently.

Fill my account now \$

### Automatic Payment Plan

512 — Would you like us to automatically charge your credit card when your account runs out of funds?

☒ No. Never charge my credit card automatically.

☐ Yes. Charge my credit card \$  when my account balance falls to \$

[Continue](#)

[Cancel](#)

FIG. 5A

# YAHOO! Ad Central

[Frontpage Marketplace - Yahoo! - Help](#)

Welcome, elliot5

[Sign Out](#)

## Frontpage Marketplace

You must click the **Place Order** button to complete your order.

**Place Order**

**Cancel**

By clicking "Place Order", you agree to the [Property TOS](#) and [Property Guidelines](#).

## Order Information

Yahoo! ID: elliot5

Service: Frontpage Marketplace

Date: July 06, 2003

Immediate Charge: \$1,000.00

**Payment Plan: Automatic Refill Plan.**

Whenever your account balance falls to \$500.00, your credit card will be charged \$500.00.

Credit Card: Visa xxxx xxxx xxxx 1111 [\[Edit\]](#)

Expiration Date: 9/2003

Billing Address: Weima Raner  
1001 Pooch Praire Rd  
Wichita, KS 45039  
United States of America

You must click the **Place Order** button to complete your order.

**Place Order**

**Cancel**

FIG. 5B

Welcome, elliot5

[Sign Out](#)

## Frontpage Marketplace

### Order Complete - Thank You!

Thank you for using Yahoo! Frontpage Marketplace. You will receive another confirmation message for this order by email. Click on the link below to continue.

[Continue](#)

### Order Information

Yahoo! ID: elliot5

Service: Frontpage Marketplace

Order ID: 450457

Date: July 06, 2003

Immediate Charge: \$1,000.00

Payment Plan: Automatic Refill Plan.

Whenever your account balance falls to \$500.00, your credit card will be charged \$500.00.

Credit Card: Visa xxxx xxxx xxxx 1111

Expiration Date: 9/2003

Billing Address: Weima Raner  
1001 Pooch Prairie Rd  
Wichita, KS 45039  
United States of America

**Elliot Yasnovsky**

---

**From:** Yahoo! Frontpage Marketplace [billing-general@yahoo-inc.com]  
**Sent:** Sunday, July 06, 2003 4:52 PM  
**To:** Weima Raner  
**Subject:** Order Confirmation

**YAHOO! Ad Central**

[Frontpage Marketplace](#) - [Yahoo!](#) - [Help](#)

---

Welcome, **elliott5**

[Sign Out](#)

## Frontpage Marketplace

Dear Weima:

### Order Information

**Yahoo! ID:** elliott5  
**Service:** Frontpage Marketplace  
**Order ID:** 450457  
**Date:** July 06, 2003

---

**Immediate Charge:** \$1,000.00

**Payment Plan:** Automatic Refill Plan.

Whenever your account balance falls to \$500.00, your credit card will be charged \$500.00.

### Billing Information

**Payment Information:** Visa  
xxxx xxxx xxxx 1111  
9/2003

[Edit](#)

Please save this information for your records.

---

FIG. 5D

Welcome, elliot5

**Yahoo! Marketplace Ad Manager**

[Sign Out](#)

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

**Create Campaign**

1. Set Budget & Reserve Date (s)
2. Create Ad (optional)
3. Name Campaign
4. Confirmation

**Step 2. Create Ad**

You may skip this step and create your ads later. However, you must create an ad at least five days prior to your requested reservation date(s). You may include up to five ads that will be rotated during your ad campaign.

You do not have approved or pending ads to choose from. Please [create a new ad](#) to use in this campaign.

[Continue >](#) [Cancel](#)

(Continue and Submit ads, if any)

FIG. 6A

Frontpage Marketplace - Yahoo! - Help

**YAHOO! Ad Central**

[Sign Out](#)

Welcome, elliot5

Frontpage Marketplace

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

Create Ad

611    
612

Step 1: Name your Ad  
The ad name will not be displayed when your ad runs. This is simply to help you identify your ads.

Ad Name

613 Step 2: Select a Template

Example Ad

• XYZ Shoes - 50% sale on all running shoes.  
Prices include service taxes.

Example Ad

• XYZ Shoes - 50% sale on all running shoes.  
Prices include service taxes.

Example Ad

• XYZ Shoes - 50% sale on all running shoes.

Example Ad

• 50% sale on all running shoes at XYZ shoes.

FIG. 6B-1

SELF-SERVICE PLATFORM FOR SELLING  
ADVERTISING

Inventors: Yasnovsky et al.

Serial No.: 10/700,837

Sheet 24 of 42

Step 3: Enter Ad Text

614

Title

URL

---

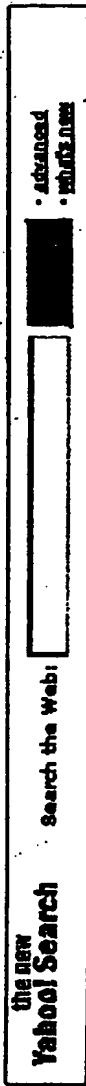
Description

(Send the ad to be reviewed by an editor. This process can take three days. You will be notified when the ad has been reviewed.)

---

FIG. 6B-2





In The Studio

- **Alleged al-Qaida tape urges more strikes**
- **Saudis say suicide jet hijacking plot foiled**
- **EPA administrator Christie Whitman resigns**
- **WHO adopts historic anti-smoking pact**
- **Students disrupt NY Times reporter's speech**
- **Washington boy, 14, wins Geographic Bee**
- **Markets: sep 500  $\uparrow$  0.2% - Nasdaq  $\downarrow$  0.5%**

**News • Photos • Sports • Stocks • Weather**

## Implementation

- **Free Stripping!**



**Check out HP's new line of Media Center PCs. Starting at \$1299.99**

- Sign up for Hertz #1 Club for free and get a Double Upgrade
- Shop for a degree online - Choose from bachelor's, master's, or doctoral programs. Is your credit score 720 or above? - If not, click here to find out how to get it there!
- File Patents starting at \$199 - Call now for free estimate 800-800-8000

621

**FIG. 6C**

Welcome, **elliott5**

[Yahoo! Front Page Marketplace](#)

[Sign Out](#)

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

**\*\* Please print this page and keep for your records \*\***

## Thank you!

Your ad has been submitted for review!  
Your Campaign Number is: **500001131**

It may take up to three days to review your ad.

Confirmation and status of your ad submission will be emailed to:  
"elliott@yahoo-inc.com"

### Ad Submission Information

**Yahoo! ID:** elliott5  
**Email:** elliott@yahoo-inc.com  
**Service:** Yahoo! Front Page Marketplace  
**Date:** July 23, 2003

Ad Name	Ad Text	Date	Campaign
Patent File Service	File Patents starting at \$199 - Call now for free estimate 800-800-8000	Wed 23-07-03	

FIG. 6D-1

SELF-SERVICE PLATFORM FOR SELLING  
ADVERTISING

Inventors: Yasnovsky et al.

Serial No.: 10/700,837

Sheet 27 of 42

**Billing Address:** Weima Raner  
Running Dogs Inc.  
1001 Pooch Praire Rd  
Wichita, KS 45039

---

**Next Steps:**

- Continue to Manage Ads - Edit your Ads, submit more ads etc..
- 

FIG. 6D-2

Welcome, elliot5

## Frontpage Marketplace

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

[Sign Out](#)

## Manage Ads

[Manage Your Account](#)

Name: **Welma Raner**

Account Balance: \$1,000.00 [Add Money](#)

Last Updated: Jul 03, 2003 4:14pm PDT

### Campaigns

### Ads

641

View: [All](#) | [Approved](#) | [Pending](#) | [Unsubmitted](#) | [Declined](#)

[Create Ad](#)

Ad Name	Ad ID	Current Campaign	Text Copy	Lifetime Clicks	Last Updated	Ad Status
Patent File Service	500001131	-	File Patents starting at \$199 - Call now for free estimate 800-800-8000		Jul 06, 2003	Unsubmitted <a href="#">edit</a>   <a href="#">delete*</a>   <a href="#">submit</a>
Technical Writers	500001132	-	Technical Writers - Highly Trained - Only \$75/hr any subject. Click 4 details		Jul 06, 2003	Declined <a href="#">edit</a>   <a href="#">delete*</a>
Weimaraners, Greyhounds	500001133	-	Lovable running companions - weimaraners & greyhounds \$500ea		Jul 06, 2003	Approved <a href="#">edit</a>   <a href="#">delete*</a>

\* Clicking "delete" will permanently remove this ad. You will not be able to use the ad at a later time.

FIG. 6E

Welcome, elliot5

[Sign Out](#)

## Yahoo! Marketplace Ad Manager

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

### Alerts

Receive alerts when changes to your campaign or account occur.

☐ **Pricing Availability Alert**

Notify me when future prices become available.

☐ **Account Balance Alert**

Notify me when my account balance falls below my specified amount. For example, if you want to make sure your account balance does not fall to \$100.00, you would enter that amount in the box below. When your balance hits \$100.00, an email will be sent to you.

Send me an email when my account balance falls below \$

SELF-SERVICE PLATFORM FOR SELLING  
ADVERTISING

Inventors: Yasnovsky et al.

Serial No.: 10/700,837

Sheet 30 of 42

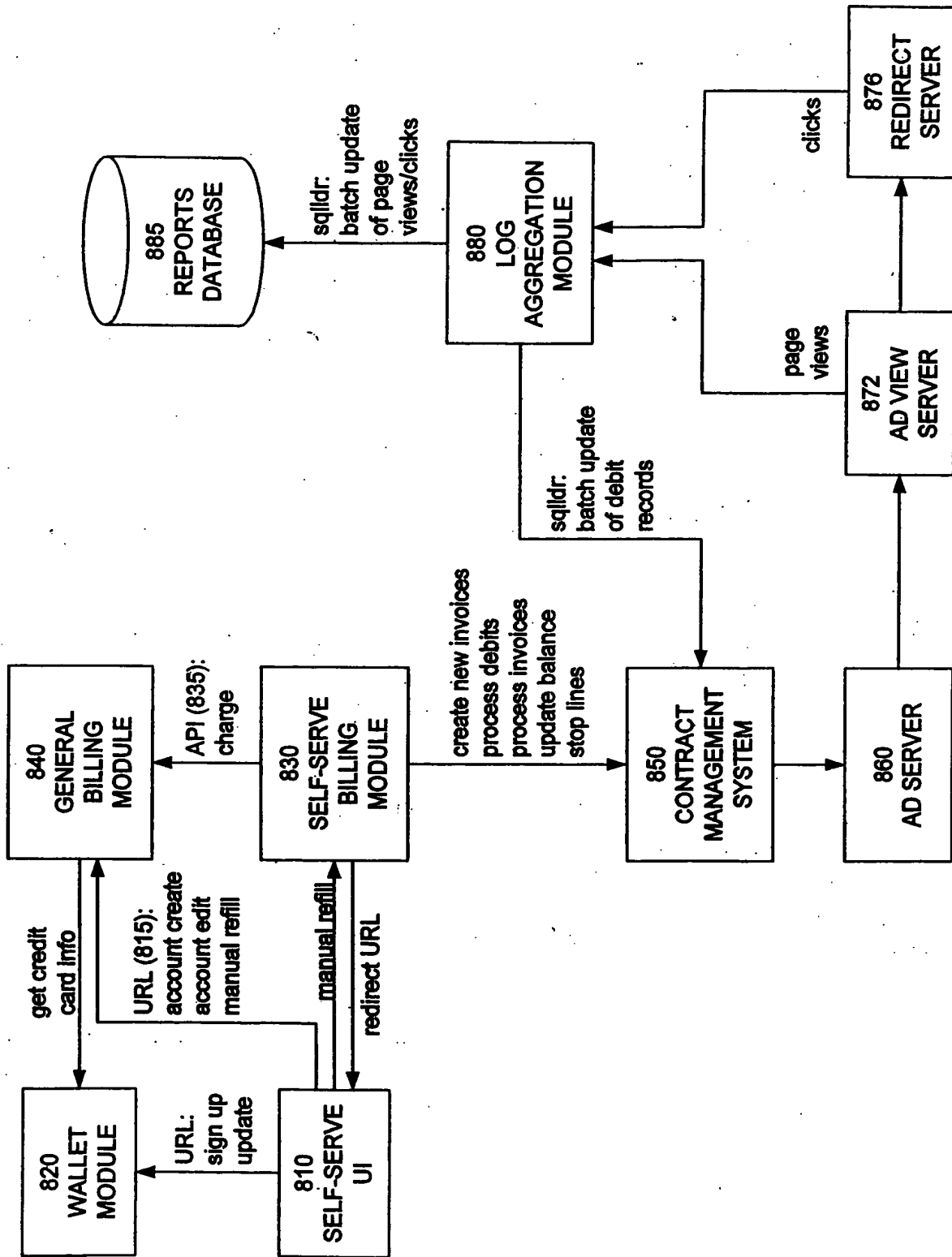


FIG. 8

SELF-SERVICE PLATFORM FOR SELLING  
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Serial No.: 10/700,837  
Sheet 31 of 42

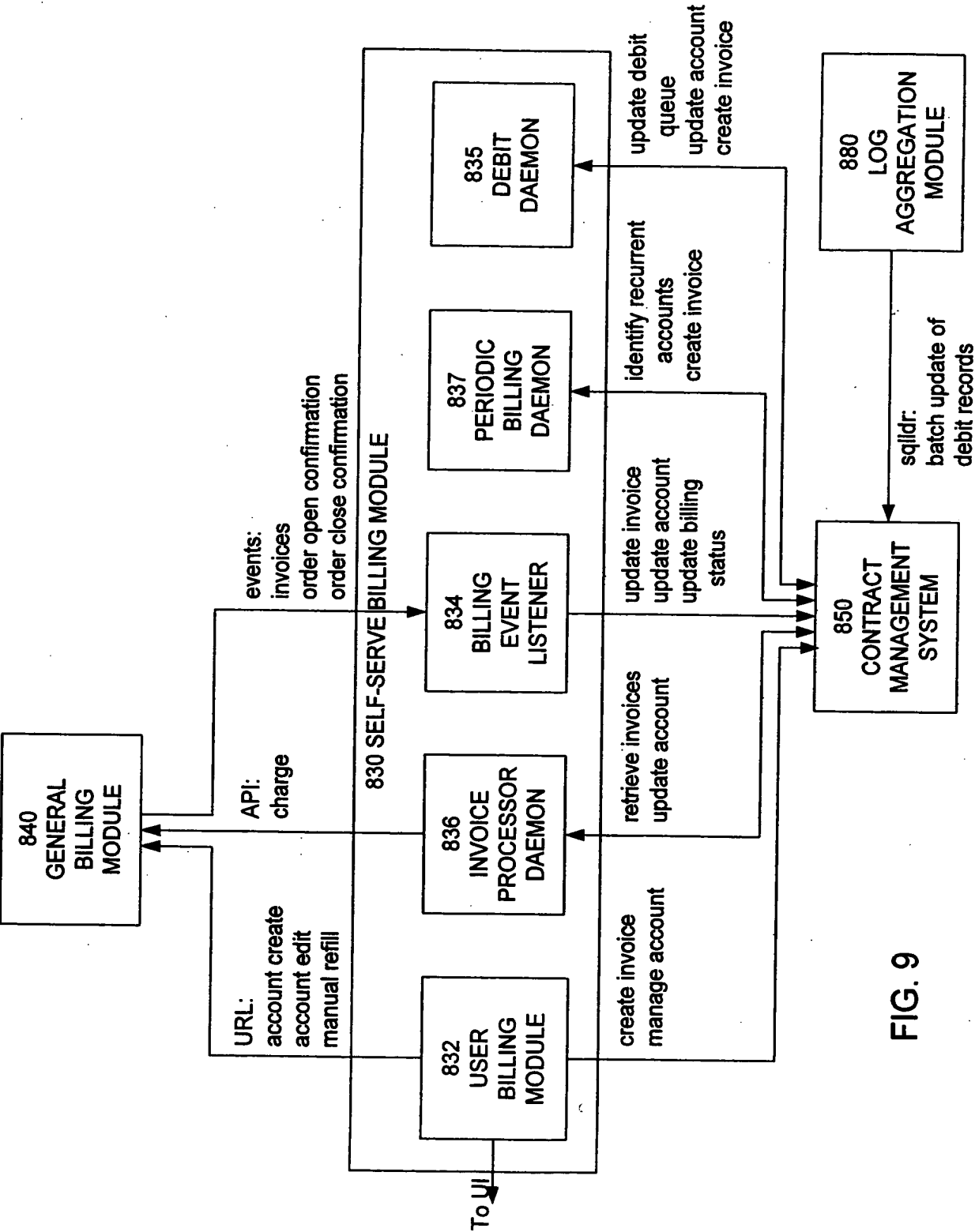


FIG. 9

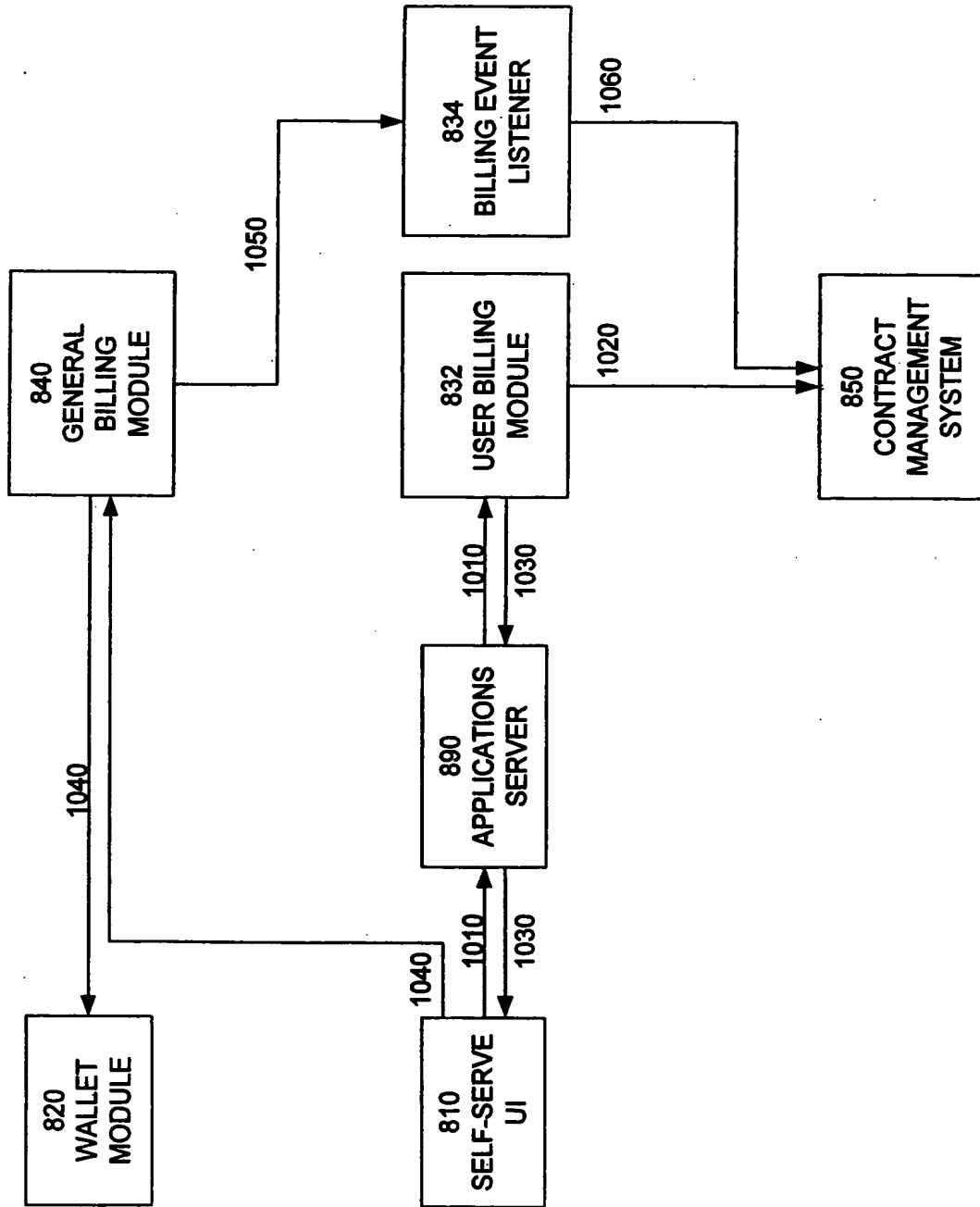


FIG. 10



SELF-SERVICE PLATFORM FOR SELLING  
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Serial No.: 10/700,837

Sheet 33 of 42

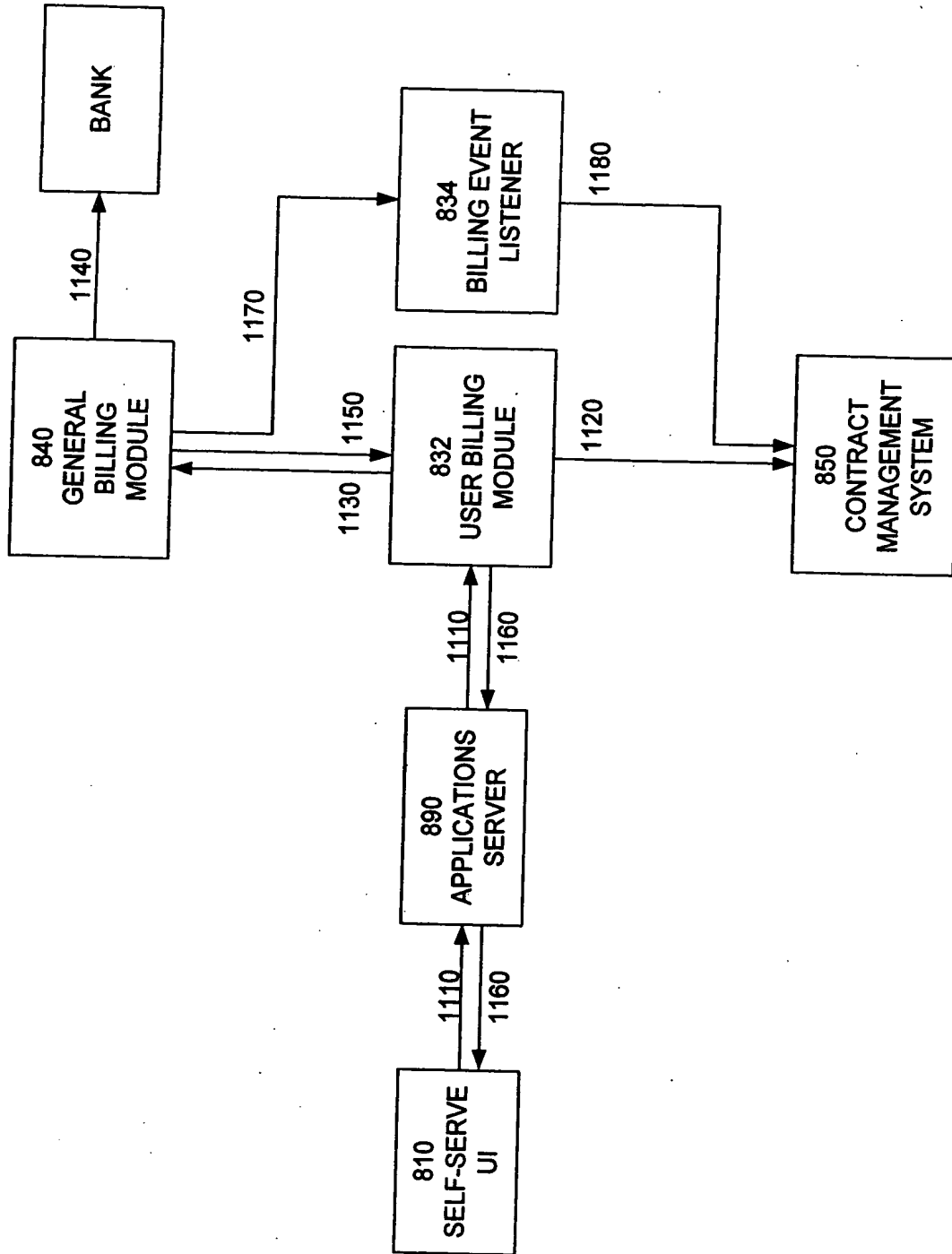


FIG. 11

SELF-SERVICE PLATFORM FOR SELLING  
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Serial No.: 10/700,837

Sheet 34 of 42

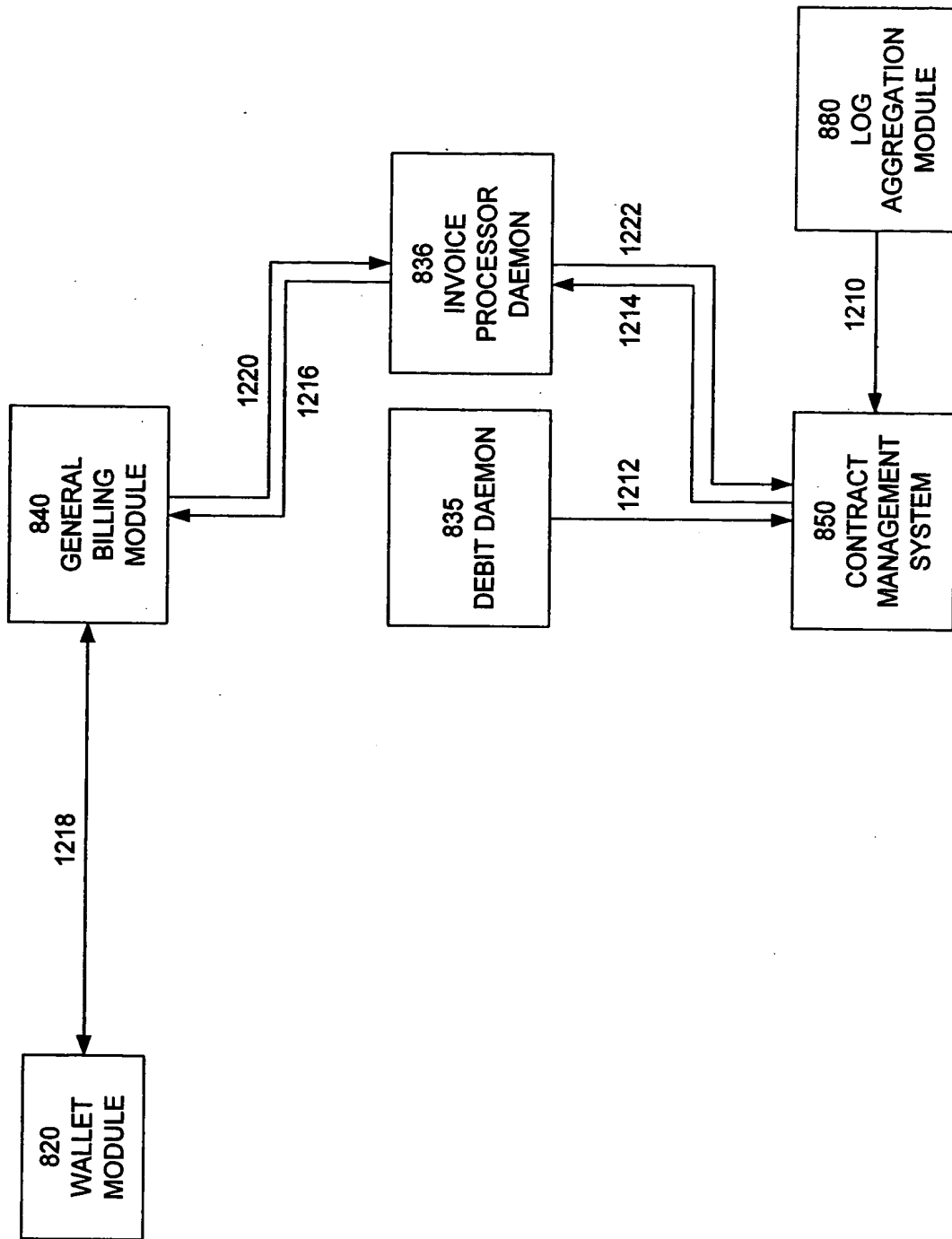


FIG. 12A

SELF-SERVICE PLATFORM FOR SELLING  
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Inventors: Yasnovsky et al.

Serial No.: 10/700,837

Sheet 35 of 42

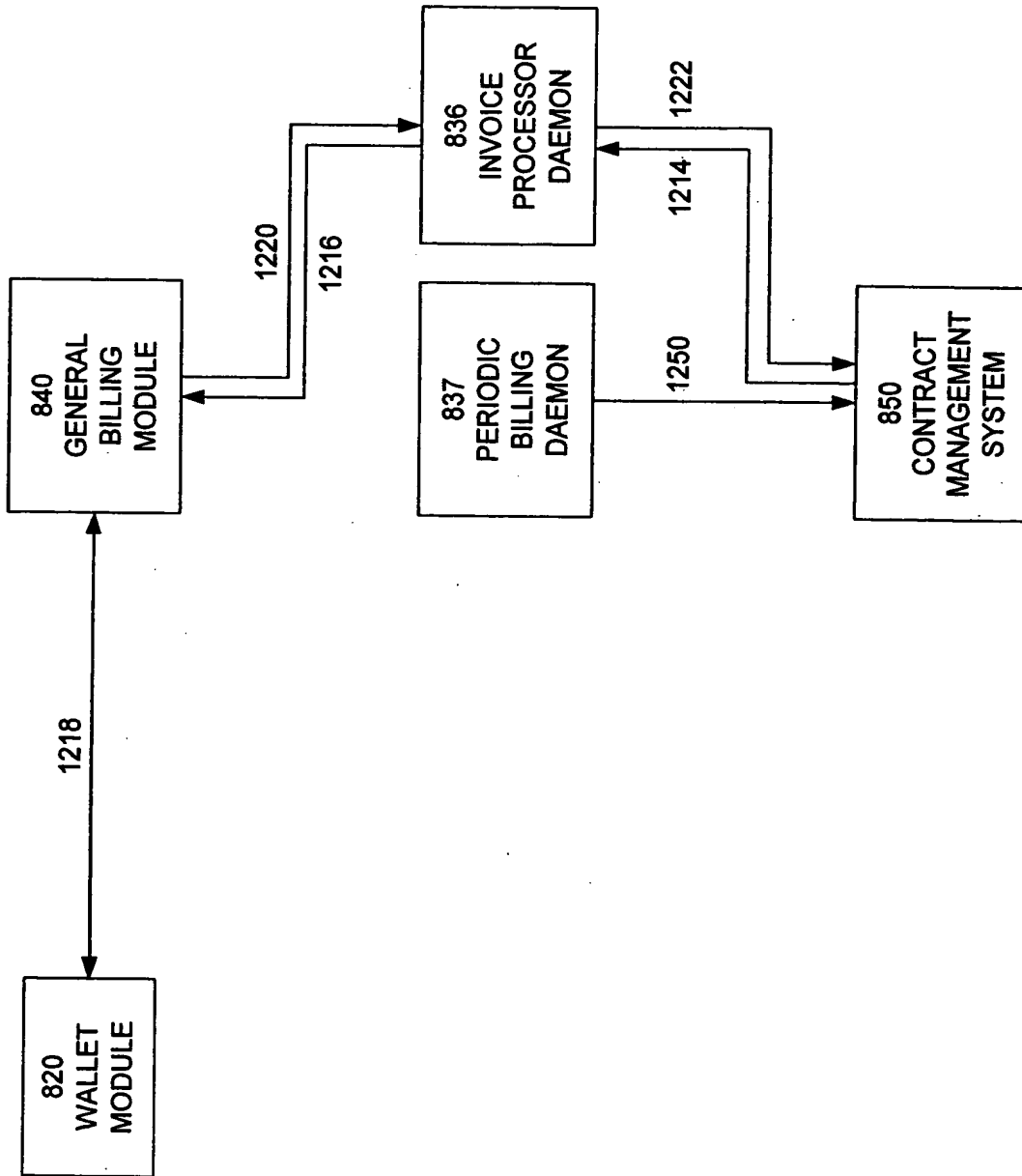


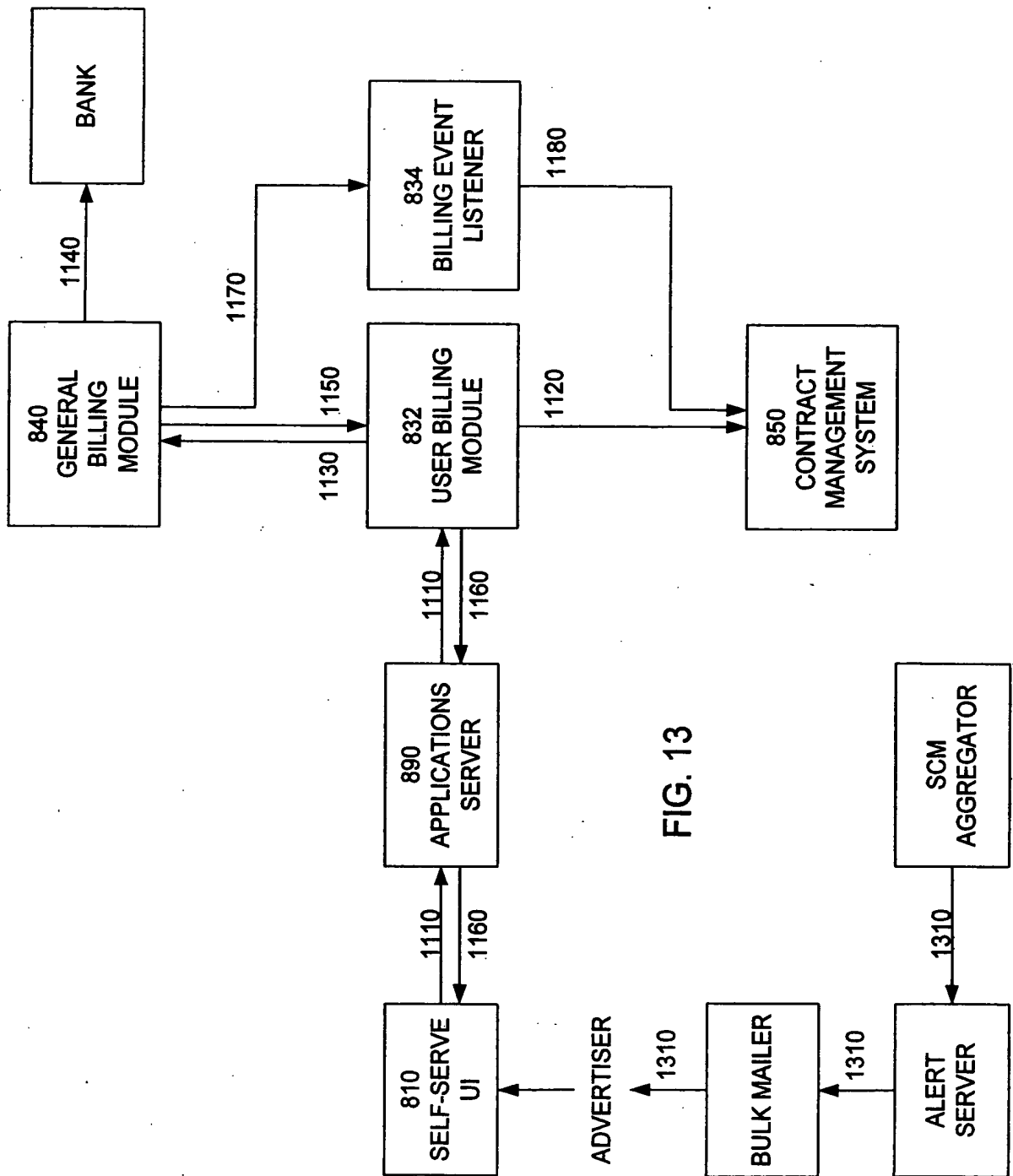
FIG. 12B

SELF-SERVICE PLATFORM FOR SELLING  
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Inventors: Yasnovsky et al.

Serial No.: 10/700,837

Sheet 36 of 42



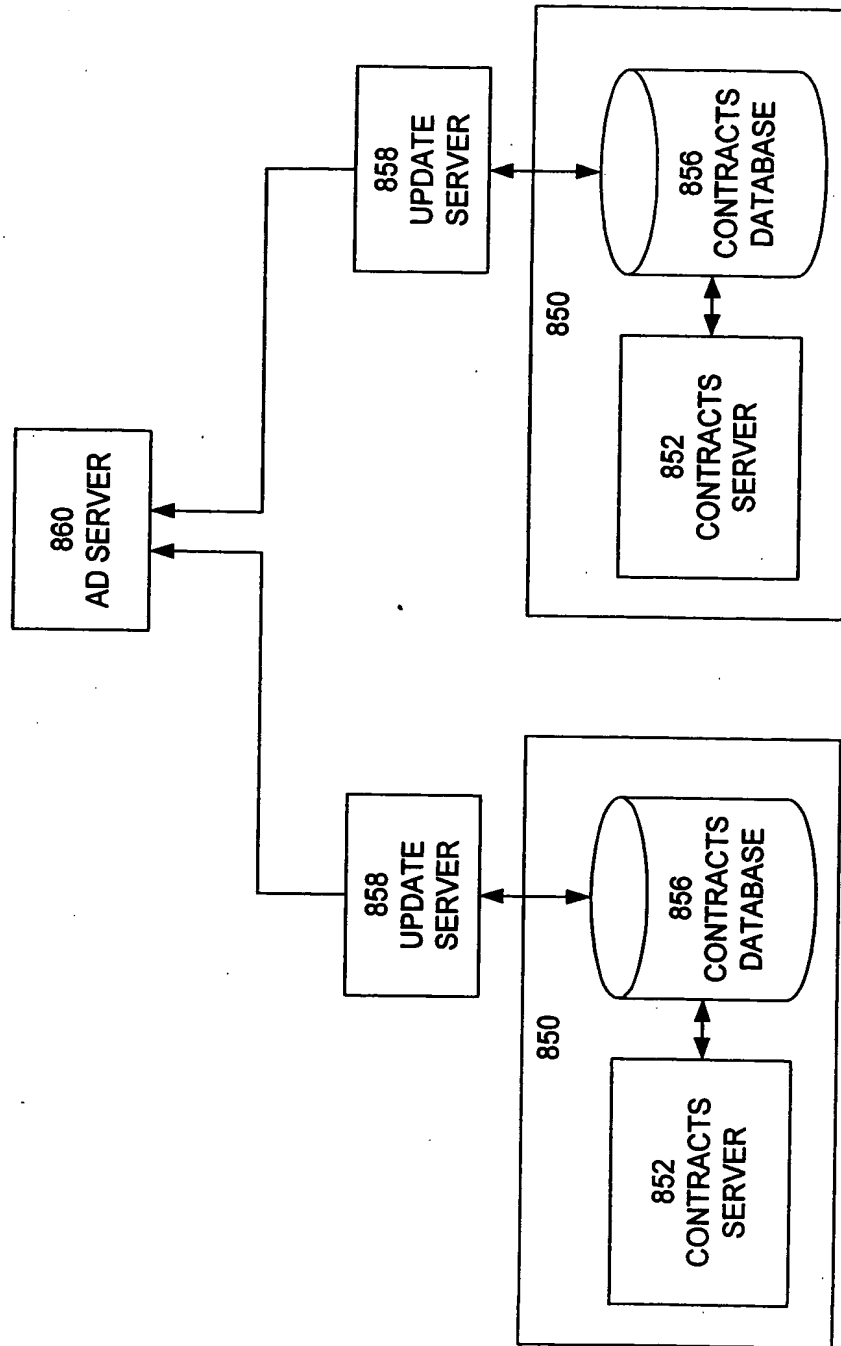


FIG. 14

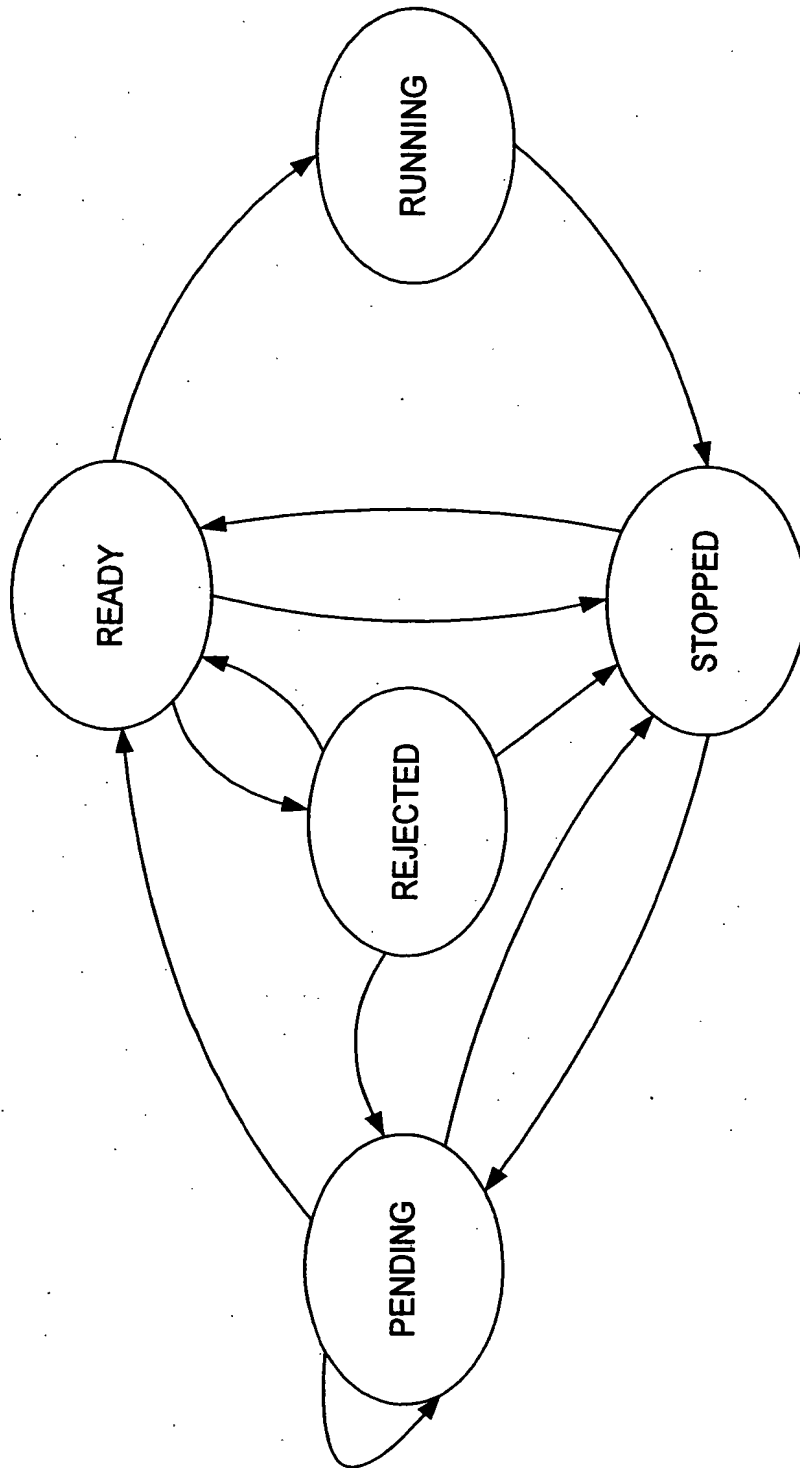


FIG. 15

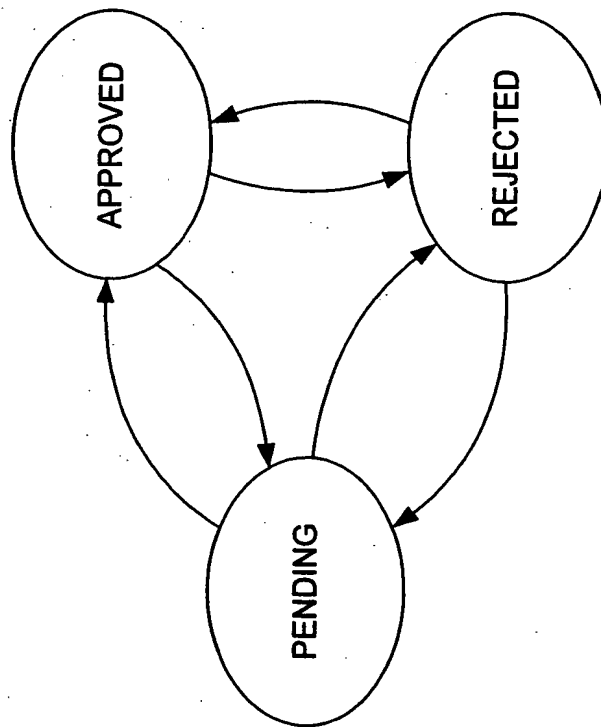


FIG. 16

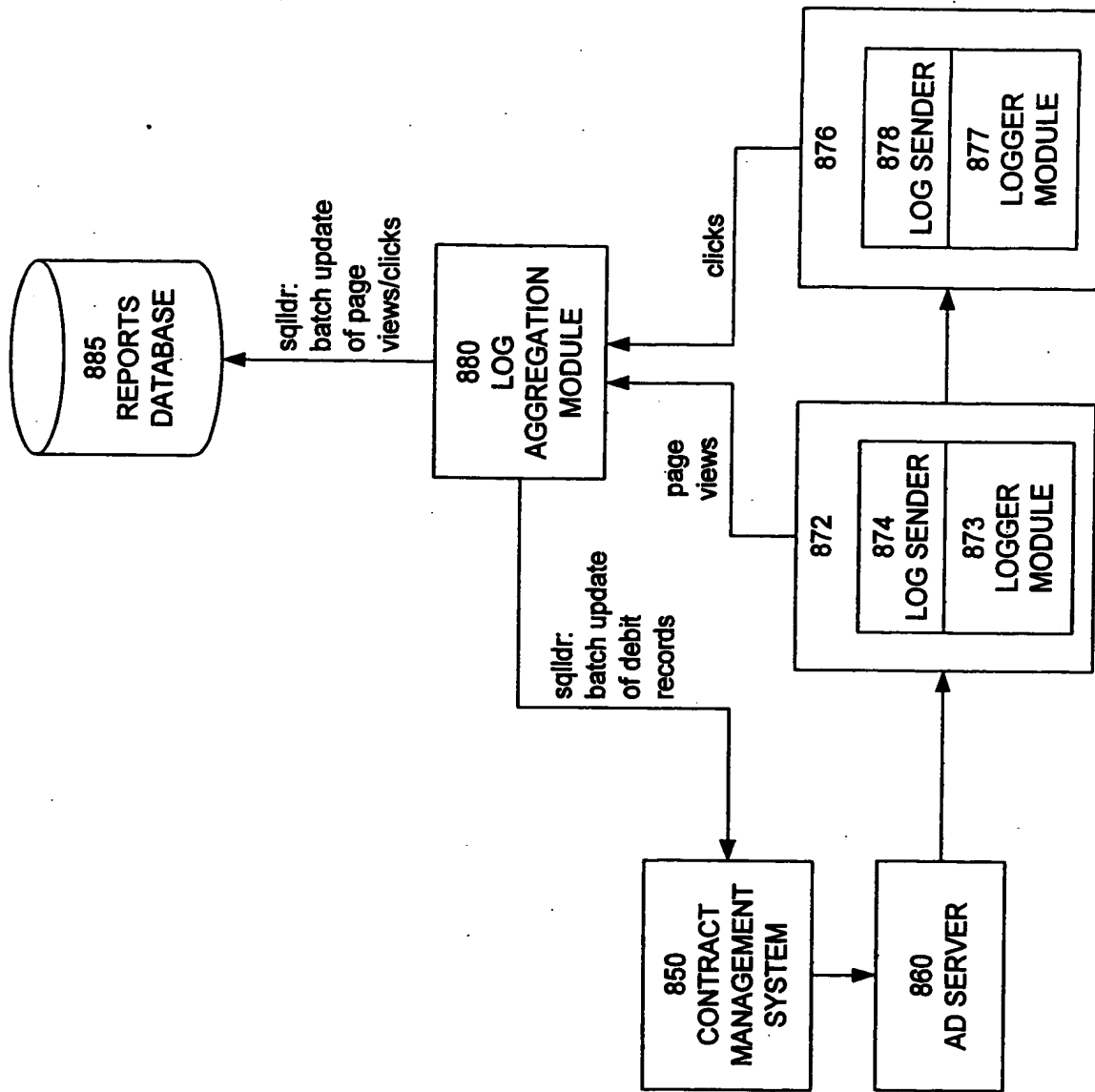


FIG. 17



SELF-SERVICE PLATFORM FOR SELLING  
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Inventors: Yasnovsky et al.

Serial No.: 10/700,837

Sheet 41 of 42

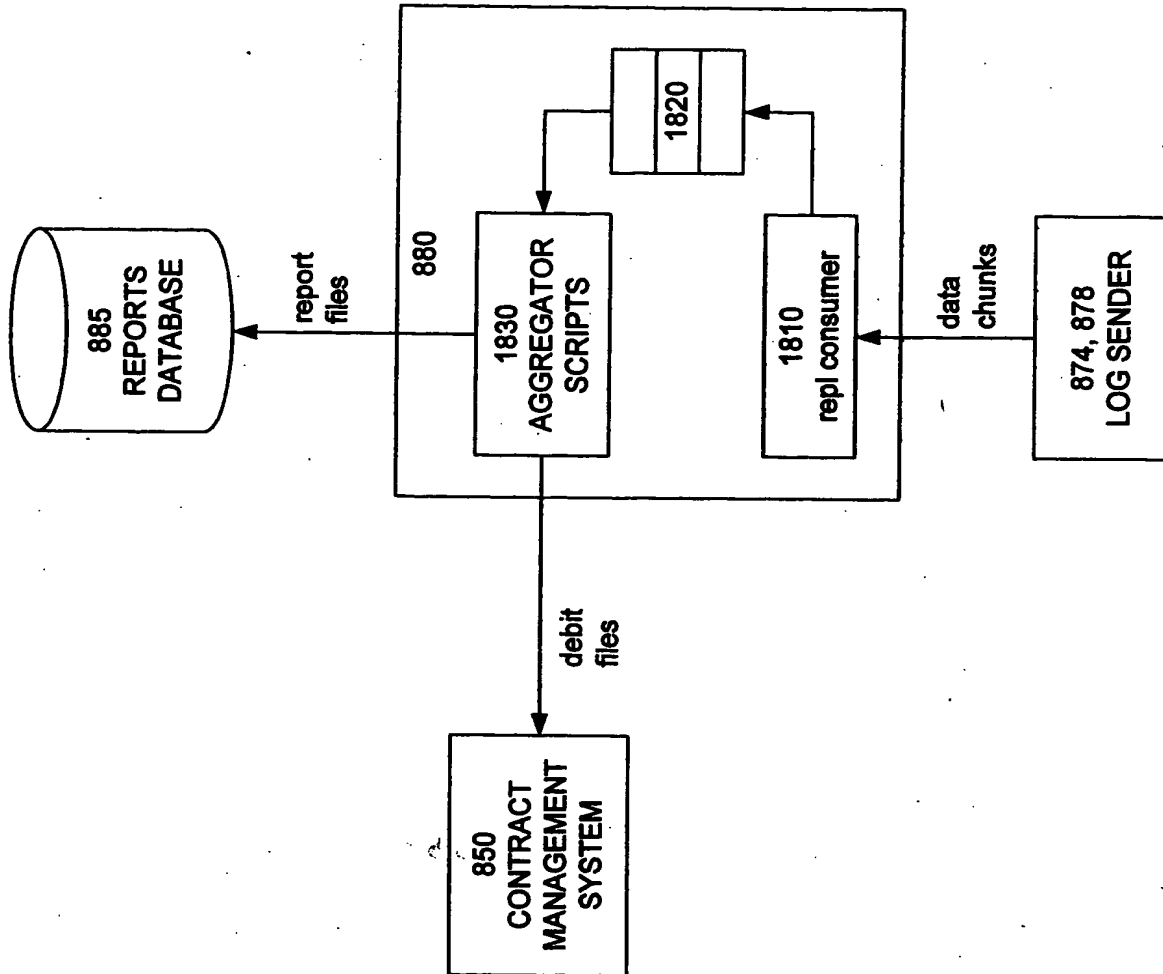


FIG. 18

SELF-SERVICE PLATFORM FOR SELLING  
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Serial No.: 10/700,837

Sheet 42 of 42

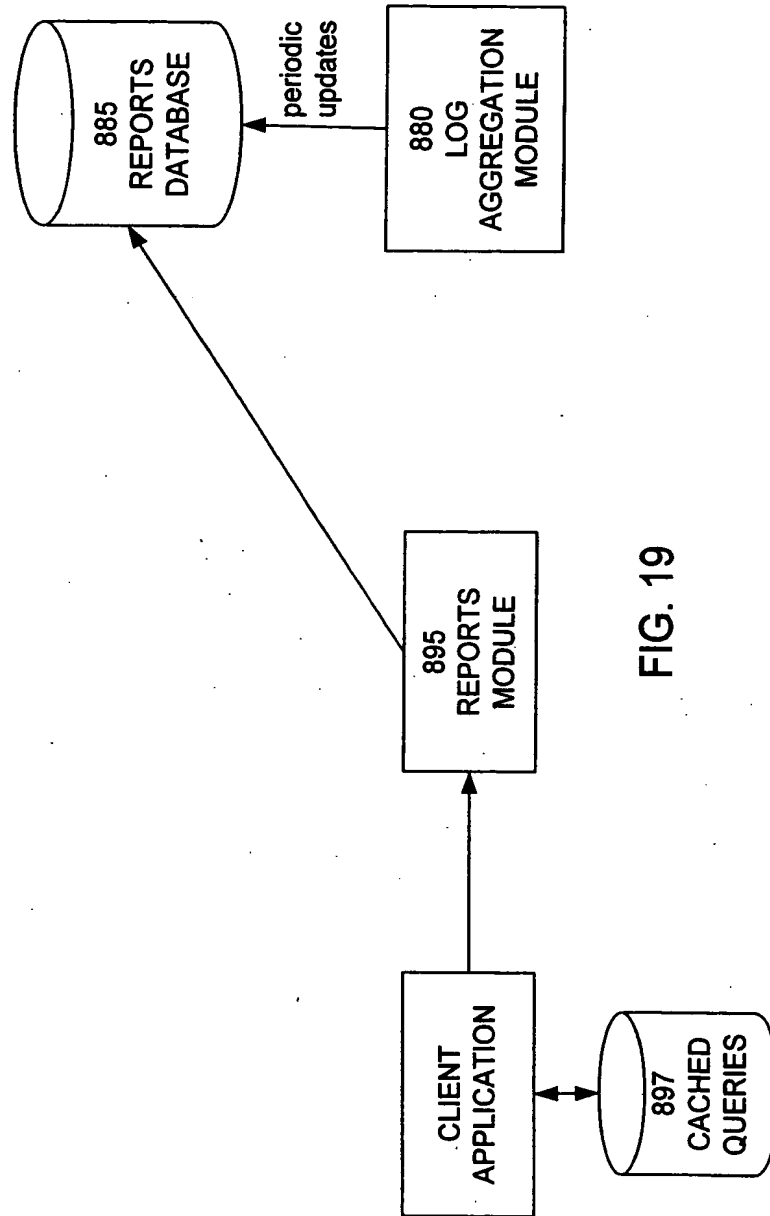


FIG. 19